



JAY L. SMITH  
EDITOR AND  
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS  
FOUNDER  
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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# Griesdorf Chairman MPIC of Canada



By JAY L. SMITH

What a week we had in Toronto last week. By Sunday, when the Westerners and the Easterners departed for their own bailliwicks, they were a pretty tired bunch of exhibitors and distributors, and pioneers. The football game Saturday, was a fitting climax to one of the most eventful weeks in our local history.

Our congratulations to the Western gang, which included George and Richard Miles, Dave Rothstein, Bob and Harry Hurwitz, Ken Leach, Frank Kershaw, Steve Rolston, Roy Chown, Mayor Shackelford, Duane McKenzie, Doug Miller, Sammy Swartz, Len Johnson, Jack Lundholm, and the inimitable Charlie Krupp. It was good to see you all, and I am sure you all made enough on the results of the game, to offset any theatre losses for many months to come. I know the distributors will never lay 6-1 odds on their pictures.

Our condolences to our Eastern friends, especially the Montreal contingent, which included Johnny Ganetakos, Bill Lester, George Destounis, Basil Salamis, Bill Singleton and Jack Chisholm, and Charles Bourassa. It was a heart-breaker for the Alouettes to lose, but like the good sports they are, the Montreal gang all said it couldn't have happened to a nicer bunch than the Eskimos.

Was glad to see a few friends from the Maritimes, including Archie Mason and his son, Lloyd, and Malcolm Walker and his manager, Mr. Ford. Incidentally, my thanks to Archie Mason, for the fine tribute he paid to Ray Lewis at the opening meeting of the Motion Picture Council on Monday. It was very much appreciated by all.

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## Public Relations Highlighted— Small Town Problems X-rayed

The Motion Picture Industry Council of Canada, representing 1,086 theatres across the length and breadth of Canada, the Canadian Motion Picture Distributors Association, The Theatre Equipment Dealer's Association, the Association of Motion Picture Producers and Laboratories of Canada meeting in Toronto last week at the King Edward Hotel, closed their sessions with the election of David Griesdorf, General Manager of Odeon Theatres (Canada) Ltd., as its new chairman.

Arch J. Mason of Springhill, N.S., spoke forcefully on the policy

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## Montreal Leads In IFD 2nd Sales Drive

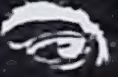
International Film Distributor's second annual sales and play-date drive has passed the far turn and is 'heading into the home stretch' announced Maurice Dia-

(Continued on Page 3)

## Paramount Meet At Studio Dec. 6 Lightstone & Barron Rep. Canada

Representing the first meeting in the company's history, Paramount has set plans for an "international promotion coordination" meeting, to take place on the Coast for a full week beginning Dec. 6. Ad-pub-exploitation reps participating will include Win Barron, Paramount's Canadian director of public relations and 15 U.S. field men, studio personnel, homeoffice department

(Continued on Page 2)

Keep your  on



DAVID GRIESDORF  
(See page 3)

## TELY-INDUSTRY LUNCHEON

16 reps from distribution, exhibition joined with 4 Toronto Tely executives in breaking bread to inaugurate a regular monthly series of meetings under the sponsorship of the CMPDA — the object, to assist in creating a better amusement section in the Tely. Complete details will be carried in next week's issue of what could become a new pattern in better industry-newspaper relations across Canada.

## John Davis Talks To Tely Reporter

(A reprint of an interview by Ken Johnson, Tely Entertainment Editor with John Davis)

One of the biggest deals in motion pictures, world-wide production and distribution tie-up between the J. Arthur Rank Organization and 20th Century-Fox, appeared today to have wound up right where it started: in a Hollywood trade paper.

John Davis, managing director

(Continued on Page 11)

## ASN Workshop Sets 16mm 'Scope Show

Two top experts in the field of motion pictures and films for television will be in Montreal on December 6, 7 and 8 to take part in the first film Workshop to be staged in Canada, at the studios of

(Continued on Page 3)

## E-U's Perry & Plottel Attending Universal Conference On Coast

A. W. Perry, president of Empire-Universal which distributes Universal's pictures in Canada, and Mark Plottel, general sales manager, will attend a Universal Pictures week-long sales conference at the Universal-International studios in California starting on Dec. 6. Also present will be Universal executives from both New York and the U-I studios, home office sales executives, district sales managers, foreign department executives, East and West Coast advertising and publicity executives it was announced by Charles J. Feldman, vice-president and general sales manager.

Following the studio meetings, the division sales managers will hold a series of district sales meetings with their district managers, branch managers and salesmen participating and with a promotional executive scheduled to attend each of these seven individual meetings,

(Continued on Page 3)

JACK LABOW, RKO CANADIAN GENERAL MANAGER, ANNOUNCED A 6 THEATRE, DAY AND DATE PREMIERE FOR "HANSEL AND GRETEL", OPENING DECEMBER 23 AT THE ALHAMBRA, CAPITOL, CENTURY, NORTOWN, ST. CLAIR AND TIVOLI THEATRES, TORONTO.



# GET READY TO PLAY SANTA CLAUS!



M-G-M's FINEST MUSICAL in COLOR

## DEEP IN MY HEART

Starring **JOSE FERRER**  
**MERLE OBERON** **HELEN TRAUBEL**  
 and GUEST STARS **WALTER PIDGEON** **PAUL HENREID**  
**ROSEMARY CLOONEY** **GENE & FRED KELLY**  
**JANE POWELL** **VIC DAMONE**  
**ANN MILLER** **CYD CHARISSE**  
**HOWARD KEEL** **TONY MARTIN**  
 with **DOE AVEDON** **TAMARA TOUMANOVA**  
**PAUL STEWART** **ISOBEL ELSON** **WILLIAM OLIVIS**  
**JAMES MITCHELL** Screen Play by **LEONARD SPIGELGASS**  
 From the Book by **ELLIOTT ARNO** Based on the Life and the Melodrama of **SIGMUND ROMBERG**  
 Photographed in **EASTMAN COLOR** - Front by **TECHNICOLOR**  
 Directed by **STANLEY DONEN** - Produced by **ROGER EDENS**  
 A Metro-Goldwyn-Mayer Picture

### TELEGRAM

DEAR M-G-M  
I WANT IT FOR  
CHRISTMAS-  
NEW YEARS!  
-JOE EXHIBITOR

"DEEP IN MY HEART" had its first public preview in New York this week at Loew's Lexington. Wow! is the word for it!

East or West, the public loves it. In Los Angeles the Preview response cards, for the first time on record, were "100% Recommended"! And in New York it was equally sensational. They applauded during the picture, they acclaimed it at the end. When they do that, you know you've got an attraction!

M-G-M has delivered many important money hits to theatres at holiday time in past years, but never have we offered an entertainment so perfectly suited for Christmas-New Years presentation!

Aptly called "The Musical With A Heart," it is a beautiful love story that follows a celebrated composer's career along the rocky road to fame. You will truly be Santa Claus to your patrons when you play "DEEP IN MY HEART," the Big Holiday Attraction, spangled with stars, song hits, spectacle—all in glorious color.

★

(AVAILABLE IN PERSPECTA STEREOGRAPHIC OR ONE-CHANNEL SOUND)



## IFD DRIVE

(Continued from Page 1)

mond, I.F.D.'s general sales manager.

At this reporting the Montreal branch office is in the lead with Saint John in second position and Toronto running a close third.

This year's drive is known as an "Expansion Drive" in honor of Douglas V. Rosen, I.F.D.'s general manager and will close Friday, December 3rd, 1954.

## Keep Your Eyes On

### DAVID GRIESDORF

David Griesdorf, General Manager, Odeon Theatres (Canada) Ltd.; newly elected chairman of the Motion Picture Industry Council of Canada; first Assistant Chief Barker, Variety Club, Tent 28, Toronto; born January 2nd, 1909; public school and university in Edmonton, Alberta; wife, Ruth; sons, Norman, 3rd year university; Gary, Grade 12, Forest Hill Collegiate, Toronto — cold facts taken from an outline submitted to the Digest.

There are other facts, but before listing them, a little reflection is in order. The factual outline given us by Dave, symbolizes the outer man as seen and known by a wide section of our Industry. It presents a picture of a methodical, efficient, orderly executive, and this it is true is an honest portrayal. But there is another side to this man named David Griesdorf.

The other side is hidden behind a slow, warm smile, and gleaned from the same facts listed by him—wife, Ruth; sons, Norman and Gary. The story of all successful men, lies not only in their material achievements but in the fully rounded life they live as husband and father. This too is David Griesdorf.

Now back to facts — his first theatre interests were in the towns of Leduc, Jasper Park, Edson and Lacombe. He entered distribution in 1930 joining Regal Films in Calgary; moved to Vancouver in 1933 for UA; to Winnipeg in 1935 for UA; in 1940 named Producer's Rep in New York for James Roosevelt's Globe Productions Inc., release through UA. In 1941 he was assigned to the Los Angeles office of UA; returned to Canada in 1942 as British Columbia District Manager for Odeon to 1946; President and General Manager, IFD with headquarters in Toronto, 1945-1949 and in '49 named to his present post, General Manager, Odeon Theatres.

## Across the Country

### Toronto and District

The Roxy Theatre at Burlington, a 485-seat link in the National Theatres chain, staged a benefit night for flood sufferers. In addition to the screen program, topped by "Last Holiday", a concert was played by the Dundas Community Band.

The Cinema at Hamilton usually caters to adult patronage with the booking of class features but Manager John Miller turned to the juveniles, as well as grown-ups, for the engagement of UA's "Adventures of Robinson Crusoe". For the Saturday matinee, Nov. 20, he handed out copies of Classics Illustrated magazine to the first 300 children.

Theatre managers of Hamilton are really sorry to lose John Robinson as movie commentator of the Spectator newspaper after a stretch of almost four years. The popular critic has been assigned to other duties by the daily paper and the name of Jane Baker, has gone to the top of the film column.

The new building at 386 Victoria Street, Toronto, for the offices of International Film Distributors Limited and its division, Allied Artists Pictures of Canada Limited, was ready just in time for visits by delegates to the series of conventions at the King Edward Hotel taking place last week.

### Maritimes

Friends in the Industry will be very pleased to learn that Mr. E. A. Neal, veteran exhibitor from Woodstock, N.B. (F. G. Spencer Company Limited) has recovered from a major operation performed in the Saint John General hospital, and has been able to return to his job. He is returning to a theatre that has been undergoing extensive alterations all Summer, and this work is now nearing completion. The 'Capitol' will close for a short time to allow for installation of the new seats and will re-open with CinemaScope with full Stereophonic Sound.

The Franklin-Herschorn Circuit has been granted a building permit by the City of Moncton to go ahead with its theatre on St. George Street — the work of clearing away the lot has been going on for some time.

### Prairies

CinemaScope equipment has been installed in the Orpheum theatre, Estevan, Sask., managed by Duane McKenzie. First big screen production was WB's "Ring of Fear."

Owner of the Lux theatre in Hudson Bay, Sask., and a director of the Saskatchewan Motion Picture Exhibitors' Association, Donald L. W. Hood, 48, was killed Nov. 20 when his private plane crashed near Regina. Also killed in the crash was Lloyd Carr, of Gainsborough, Sask., and Hudson Bay, a movie projectionist and the pilot of the plane.

Operator of the Trelyn theatre, Kinistino, Sask., Joseph Trenholm Treen, 39, was found dead Nov. 8 of a shotgun wound, suffered while hunting. Besides his wife, he is survived by a daughter, Lynn, and a son, Trevor.

### Vancouver

Local theatres had a tough week when Vancouver's 53-year rainfall record was smashed this month. The month's total was 15.54 inches, and it's still falling. "White Christmas" in a m-o from the Orpheum to the Strand was the best in town.

The farming town of Wolseley, Sask., is now without a showplace with the closing of the 200-seat Savoy Theatre operated by K. Walshaw. Town has a population of 1,000. In contrast Unity, Sask., with a popu-

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## ASN

(Continued from Page 1)

Associated Screen News Limited. The two men are George Oakley, B.S., M.Sc., of Chicago and Gentry Veal B.Sc., M.Sc., of Rochester, N.Y. The announcement comes from Jack Chisholm, sales manager of Associated Screen News, who will be chairman of the Workshop.

Mr. Oakley, who is associated with Bell & Howell Co., will give the first public demonstration in Canada of 16 mm. CinemaScope. He will also present a practical demonstration on the use of the Anamorphic lens. This newest development in the 16 mm. field is now available in Canada to users of motion pictures and television films, said Mr. Chisholm, who pointed out that potential use is practically unlimited ranging from heavy industry to the delicate surgery of the operating room. Mr. Oakley will be heard during the morning session of December 6th.

"In presenting the Workshop we feel that we are not only providing a service for the film industry, but are giving urgently needed leadership in an effort to help inform producers and television station managers of the great potential in the field of films for industry advertising, education and entertainment," said Mr. Chisholm.

## PERRY

(Continued from Page 1)

it was further announced by Feldman who stressed that the combined studio conference and division-district managers meetings would have the full impact of a large scale sales convention in reaching every member of the Universal sales organization with the company's forthcoming releasing and promotion plans for the coming year.

Universal executives from New York and California who will participate in the week-long sales conference at the studios are Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; Adolph Schimel, vice-president and general counsel; David A. Lipton, vice-president; James Pratt, executive manager of the studio, and Maurice A. Bergman, Eastern studio representative.

Feldman will preside at the meetings and head the sales contingent.



A love story as startling  
as the sudden crack of a gun!  
Another unusual story  
of human  
emotion  
stripped to  
the raw,  
from the  
producer-  
director  
of 'The  
High and  
the Mighty'!

**THIS WEEK  
WARNER  
BROS.  
START THE**



WILLIAM A. WELLMAN'S

**Track**



*"Don't you want  
anything bad enough  
to fight for it?"*

WARNER BROS.  
PRESENT

ROBERT  
MITCHUM  
TERESA  
WRIGHT

OF  
THE **Cat**

CINEMASCOPE

WARNERCOLOR  
STEREOPHONIC  
SOUND

CO-STARRING  
DIANA LYNN  
TAB HUNTER



WITH BEULAH BONDI  
SCREEN PLAY BY A. I. BEZZERIDES  
A WAYNE-FELLOWS PRODUCTION  
DIRECTED BY WILLIAM A. WELLMAN  
PRESENTED BY WARNER BROS.



## On the Beam

(Continued from Page 1)

While on this subject, I must take this opportunity to thank Arthur Mayer, the brilliant speaker at the MPTA of Ontario luncheon on Thursday. Mr. Mayer, in expressing his pleasure at being here, qualified that pleasure with a sadness which he put into the following words: "All of us in the industry over the border and here I'm sure, have felt keenly the great vacuum that has been left because there is no Ray Lewis at our functions any longer. We all respected and loved Ray Lewis and regarded her as The First Lady of the Motion Picture Business." He said more along the same lines, but I must admit that I was too choked with emotion to recall the exact words.

It was a sad week for me, the saddest since last July 5th, for the events of the week brought back into sharp focus the tremendous loss my family and I suffered with the passing of my Mother, and the void it created in the Motion Picture Industry. It did not seem right for there to be such important Industry functions as were held last week with no Ray Lewis present.

This was particularly noticeable at the Pioneers Award Banquet, where only last year Ray Lewis was one of those honored for "distinguished and unique services to the Canadian Motion Picture Industry." The Canadian Picture Pioneers was one organization that Ray Lewis really loved; she was one of the original founders of the group, and from its inception worked valiantly on behalf of the Benevolent Fund, and the organization as a whole. It is small comfort to know that my loss is shared by so many in our Industry, but I do want to thank all those who took such pains to let me know their feelings.

Back to Arthur Mayer and the MPTA of Ontario luncheon. Mr. Mayer's speech was hailed by all who attended — and there was a record turnout — as one of the most inspired addresses ever presented by a representative of the Film Industry. He pulled no punches, lashing out at some distributors for unfair practices, at some exhibitors for indifferent showmanship, but he interspersed his remarks with so much humour and wit, that no one could take offense. It will be a long time before the Motion Picture Industry will have a more capable public relations representative than Mr. Arthur Mayer.

Congratulations, also, to Jack McCullough and his board of the MPTA of Ontario, especially to his executive secretary, Arch Jolley and his Girl Friday, Mrs. Chinn, for the efficient job they did in making all the necessary arrangements for the luncheons and meetings.

Congratulations to Dave Griesdorf on his election to the Chairmanship of the Motion Picture Industry Council for the ensuing year. Congratulations also to his vice-chairmen, Rube Bolstad and Charles Chaplin. I am sure with these capable men running things, the Council will continue to grow strong and expand its important service to the Industry in Canada.

My heartiest congratulations also to our old and esteemed friend, Jack Arthur, on his award from the Canadian Picture Pioneers as "Showman of the Year". It certainly could not have happened to a nicer guy, as everyone agrees. Congratulations also to our own Will McLaughlin, veteran Digest Ottawa correspondent, and to Charley Stephenson of Twinex Theatres, for their Awards from the CPP. Both were justly deserved.

My thanks to Jack Chisholm for his invitation to address the Associated Screen News Workshop on December 8th, in Montreal, on the value of the Canadian Trade Press to the Motion Picture Industry. I'll be there, Jack, and I am grateful for the opportunity to let the Industry representatives who will be present, know what The Digest, at least, feels the Industry can expect in the way of service from the Trade Press.

My thanks, also, to the many exhibitors, distributors, and allied industry representatives, who took the trouble to let me know how much they are enjoying The Digest and its New Look. Max Chic and myself are striving constantly to make The Digest an ever-stronger organ of service to the Industry, as well as to live up to our slogan "First With The Film News In Canada". It is nice to know that our efforts are not in vain.

### FOR SALE OR LEASE

500 SEAT THEATRE  
TECUMSEH

Estate to be settled

Contact Harland Rankin

O'Brien Real Estate

Chatham, Phone 334.

## New Look For Ontario Theatres Urged At MPTA of Ontario Meet

In opening the 13th annual convention of the Motion Picture Theatres Association of Ontario last week, President J. D. McCulloch of Petrolia pressed upon the members the advisability of giving a new look to their theatres through renovation and the installation of new equipment in order to meet competition. In his own Iroquois Theatre, a 10 percent increase in attendance had been noted after extensive improvements last August.

Lionel Lester, the membership chairman, reported that 14 member theatres had closed during the year but the association had closed its fiscal 12 months with 349 paid-up enrolments of which 172 were independent theatres. As chairman of the special Exhibitors Committee for Admission Tax Relief, he said the response to a questionnaire had been excellent. The tax-reduction request would be placed before the Ontario government as soon as possible.

Morris Stein urged better attendance at association conventions, adding that those present at annual meetings would be able to appreciate the scope of association activities in their behalf. In a review on the preceding meeting of the National Committee of Motion Picture Exhibitors Associations of Canada, Stein declared that the problems of small exhibitors had been the main concern in deliberations.

"You owe it to yourself to attend and take part in association meetings," he told the exhibitors. Stein also pointed out that 1,086 theatres in Canada had been represented at the National Committee gathering. "If we are to be healthy, we must remain organized," he said later.

With regard to the need for showmanship, Stein declared that old-fashioned methods were gone and the exhibitors would have to keep up to date. They still had to use their own judgment regardless of new techniques.

Reviewing the Industry Council meeting, Dick Main told the Ontario exhibitors that the keynote of the discussions was the desire to build up the boxoffice and to assist the small-town and neighborhood theatres.

In his reference to television, Main announced that the Council's TV committee had been disbanded as it was evident the public trend was being reversed. He also outlined the new public-relations committee plan.

The aim of the public-relations project, Main stated, was to help to maintain the small theatre owners who were the essential basis of the industry. All exhibitors, whether they are association members or not, would be asked to support the central bureau.

ther they are association members or not, would be asked to support the central bureau.

Doug Miller of Taber, Alta., a vice-president of the Alberta Theatres Association, was asked to speak as a new delegate to the Toronto conventions and he readily admitted that he had been impressed by the scope of the discussions.

A special welcome was given to Mrs. Eva Delaney of Gananoque who had recovered from a very serious illness.

The highlights of the comprehensive report of Arch H. Jolley, executive secretary of the Ontario Association follow:

"Legal counsel was retained to protect the Provincial Government's proposal to amend the Municipal Act to empower municipalities to refuse the issuing of a permit for the erection of a theatre in a municipality if the municipality chose to refuse a permit. We were successful in blocking this amendment.

"Legal counsel was engaged to take up, on behalf of our members, the matter of the Provincial Government either refunding two months License Fees or crediting this amount on next year's Fees, as the Government had already collected Fees for the twelve month period on May 31, 1953 and then changed their fiscal year to end March 31, 1954 without crediting theatres for the months of April and May, 1954. To date no decision in the matter has been received from the Government.

"Our Association took up with the publishers of certain newspapers the matter of their placing non-theatrical advertisements on theatrical pages and we asked in future such advertisements be kept off the theatrical page.

"Arrangements were handled for the showing in Ontario theatres of trailers sponsored by charitable organizations and Governmental Departments.

"Our office handled all necessary arrangements for theatres to run the following Governmental or charitable organization sponsored trailers:—

175 Ontario Society for Crippled Children — Easter Seals.

60 Salvation Army Red Shields — 1954.

70 Navy League — 1954.

28 Kinsmen Illahee Lodge — 1954.

(Continued on Page 7)



## NEW LOOK

(Continued from Page 6)

70 National Sanitarium Association — Christmas Seals.

"During the year theatres throughout the Province made use of the 14 Emergency Shows stored in 13 focal points throughout Ontario:—

"Cochrane, Empire, Int. Film Dist.; Hamilton, Granada, RKO; Kingston, Capitol, Columbia; London, Capitol, Paramount; North Bay, Capitol, Empire-Universal; Ottawa, Capitol, RKO; Owen Sound, Centre, Empire-Univ.; Peterboro, Centre, J. Arthur Rank; Sault Ste. Marie, Algoma, J. Arthur Rank; Sarnia, Odeon, Paramount; Sudbury, Capitol, Warner Bros.; Timmins, Broadway, United Artists; Timmins, Palace, Columbia; Windsor, Capitol, MGM."

Jolly received high praise from Chairman McCulloch for his diligent and effective work.

The following directors were elected: Morris Berlin, Ottawa; Jack Clarke, Toronto; Louis Consky, Haliburton; E. G. Forsyth, Toronto; Angus Jewell, Cannington; Lionel Lester, Toronto; Dick Main, Sutton; Harry S. Mandell, Toronto; J. D. McCulloch, Peterolia; Russell Simpson, Renfrew; Morris Stein, Toronto, and William Summerville, Jr., Toronto.

## 55 Officers & Reps MPIC Of Canada

### OFFICERS:

J. J. Fitzgibbons, C.B.E., Honorary Chairman.  
D. Griesdorf, Chairman.  
R. Bolstad, C. S. Chaplin, Vice-chairmen.  
Bill Lester, Secretary-Treasurer.  
Arch. H. Jolley, Executive-Secretary.

### Maritime Motion Picture Exhibitors Association:

A. J. Mason.  
Alberta Theatres Association:  
A. W. Shackelford, Roy Chown.  
Quebec Allied Theatrical Industries:  
Wm. Lester,  
Basil C. Salamis,  
John Ganetacos.

### Manitoba Motion Picture Exhibitors Association:

David Rothstein,  
Richard Miles,  
Saskatchewan Motion Picture Exhibitors Association:

J. D. McKenzie,  
J. Lundholm.  
Motion Picture Theatres Association of Ontario:

Morris Stein,  
J. D. McCulloch,  
H. C. D. Main,  
Harry S. Mandell.  
British Columbia Exhibitors Association:

### Len B. Johnson. Canadian Motion Picture Distributors Association:

Peter Myers,  
Charles Chaplin,  
Frank Fisher,  
Clare Appel,  
Theatre Equipment Dealers' Association: (Canadian Associated Members)  
L. M. Bleackley.

Association of Motion Picture Producers & Laboratories of Canada:  
Wm. Sinaleton,  
John Chisholm.

## MPIC

(Continued from Page 1)

of distributors in roadshowing of pictures on special terms when he addressed the opening session in what was his concluding statement before retiring as chairman after two terms in office.

He declared that the industry was following a short-sighted policy in its dealings with small-town and neighborhood exhibitors. He believed that the policy, if continued, would cause small theatre-owners to close their doors and deprive their communities of the greatest form of mass entertainment.

The retiring chairman called for endorsement of the Canadian Motion Picture Institute, proposed by N. A. Taylor, to encourage better public relations and this project was later adopted with major alterations after considerable discussion. The Institute was approved as a Public Relations Committee of the Motion Picture Industry Council which

## THE MOVIES ARE GOOD FOR YOU

They give you a great lift . . . they refresh the heart and mind . . . they are like a gleam of welcome light in the drab monotony of everyday affairs . . . Movies are a tonic for you . . . They bring you entertainment, news from every corner of the world, impressive drama, and all the beauties and challenges of the genius of imagination, all of which in welcome

fashion refresh men and women mentally and physically. Your local movies are the Nation's best . . . In them you will find all the desirable elements of the present-day arts and sciences, the messages and entertainment of which will give you renewed strength and hope for tomorrow. Attend the movies and enjoy life at its best . . .

In our columns you will find daily a wide choice of screen offerings from which to choose.

**Savannah Morning News**  
**SAVANNAH EVENING PRESS**  
A 6 col. ad carried on a regular news page by the above papers.

would control its operation on the suggestion of J. J. Fitzgibbons.

The new committee is to have a representative board of directors on behalf of distributors, exhibitors and other branches of the business, with financial support to be forthcoming from each group. The film companies would be expected to contribute \$15,000 of a total \$50,000 for the plan which would be given a two-year trial.

Nat Taylor was named a director at large for the experimental start and named temporary chairman.

At the Tuesday morning session of the Council, C. J. Appel, chairman of the standing public relations committee, announced two developments that brought a thrill

to the delegates from all parts of the country. One had to do with the expansion by the Toronto Telegram of its moving picture coverage which, it was hoped, would prove an encouragement for other newspapers and publications.

Appel described the second promotion program, launched as the "Canadian Film Estimates" by a co-operative group of 12 women's, patriotic, school, community and religious societies, which immediately found enthusiastic favor on the part of Council delegates. This innovation consists of a series of recommendations in bulletin form for the information of the associated associations after the pictures have been viewed at special screenings.

It was pointed out by Clare Appel that assurance had been given by the ladies that comments on pictures would be favorable, otherwise there would be no recommendations or observations.

J. J. Fitzgibbons immediately urged that wide trade publicity should be given this co-operative undertaking, saying that, unless the periodic lists went to the exhibitors and others, the value would be lost. Copies of the bulletin should be sent to every daily and weekly newspaper in Canada, he felt. "This is one of the answers to get the people back to the theatres," Fitzgibbons declared, with enthusiasm.

Dave Griesdorf, C. S. Chaplin, Archie Mason, Morris Stein, Dick Main and others spoke in support of the "Canadian Film Estimates" and suggested means of distribution, in order to give wide effectiveness to the project. Stein further suggested that all regional reports of meetings and other activities should be sent to a central office for general exchange of information throughout the industry.

## New Sask. Theatre Opened By Rothstein

The fourth theatre in Yorkton, Sask., the Tower, was officially opened Monday, Nov. 15, by Labor Minister C. C. Williams, with Mayor C. G. Langrill assisting at the ribbon-cutting ceremony.

The 710-seat theatre, built at a cost of \$200,000, is owned by Nathan Rothstein, president of Rothstein Theatres Lt., and his son, Dave, general manager of Winnipeg. W. J. Johnston is superintendent of Rothstein theatres in Yorkton and Roy Smith is manager of the Tower. The house was planned by F. F. Lemaistre, Winnipeg, and supervised by John Novakowski.

The Tower is the Rothstein's 12th theatre in Western Canada and their fourth in Yorkton. They opened their first theatre in Yorkton in 1929.

The L-shaped theatre is 100 by 120 feet, with wide screen, stereophonic sound, 30-ton air conditioner unit and up-to-date facilities throughout.

Mr. Williams reported that 18 theatres, including 11 drive-ins had been opened in Saskatchewan this year. Chairman was Ken Mayhew, editor of the Yorkton Enterprise. Those participating in the opening ceremony included Rex Kemp, president of the board of trade; Jack Shortreed, manager of radio station CJGX; W. Johnston and R. Smith, theatre managers; Dave Williams, of Regina, chief inspector of theatres, and Nat and Dave Rothstein.

Prior to the opening, recruiting units of the army and air force set up their exhibits in the street and in the theatre building.

First show was Danny Kaye's "Knock on Wood."

## Across the Country

(Continued from Page 3)

lation of 1,250 will have a second theatre, being built by the Wouters family of that town.

Ross Beesley of Associated Screen News is on a visit to Toronto and Montreal. In Montreal he will attend a technical Workshop on TV and motion picture production at ASN Studios December 6, 7 and 8. Ross is cameraman for ASN in Western Canada.

Frank Markey, Audio Pictures supervisor for Western Canada, has left for Toronto to join the head-office staff of Audio Pictures.

Charlie Doctor, Capitol manager, made an excellent tie-in with the Vancouver Herald who sponsored a contest on Vancouver's unsolved crimes with a \$100 prize for the winner. Picture was WB's "Ring of Fear."

Ivan Ackery, manager of the Orpheum, tied in a local Sewing Machine Centre in a "Know Your Facts" contest with the winner being drawn from the stage for his showing of "Dragnet."



# PARAMOUNT'S BIG CHRIS WILL BE "MARTIN AND LEWIS"

Step Up And Read All About  
**THE MOST STUPENJOUS, TREMENJOUS,  
COLOSSAL HOLIDAY ATTRACTION OF THEM ALL!**

**"VISTAVISION CATCHES ALL THE GLAMOUR OF THE CIRCUS.** A comparison with other circus stories is inevitable, especially since Paramount also produced the most extravagant of all circus features, 'The Greatest Show On Earth.' But 'Three Ring Circus' ranks high even in comparison with that outstanding boxoffice success."—*Film Daily*

**"ENJOYING THE FULL BENEFIT OF VISTAVISION,** this expensively mounted Hal Wallis entry should ring up returns for all concerned. Lewis carries emotional appeal and team socks across the comedy song 'Hey, Punchinello' for one of highlights."

—*Daily Variety*

**"WILL ESTABLISH A RECORD OF PRAISE, PATRONAGE AND PROFIT.** A multitude of laughs, tear-jerking pathos and a long cavalcade of gags. The feature is in VistaVision, that intensively ballyhooed, new-look process."

—*Boxoffice*

**"IT CAN'T MISS!** Best idea anybody's had so far about what kind of subject to give Dean and Jerry is this one of Hal Wallis—an inspiration, no less—to place them in a circus and give 'em plenty of room. VistaVision makes the multi-colored circus scenes more compellingly genuine than any ever seen on the screen!"

—*Motion Picture Daily*

**"A DEFINITE SMASH ATTRACTION**—one of best Martin and Lewis offerings. Jerry wonderful and Dean does fine job. VistaVision adds tremendous clarity and scope to the large production sequences. Excellent entertainment from supporting circus performers. The kind of fun that will make the youngsters squeal with joy. Gabor is breathtaking. Dru attractive and convincing."

—*Showmen's Trade Review*

**"SHOULD MAKE A LOT OF MONEY!** The zooming popularity of Martin and Lewis, plus a glamorous circus background shot in Technicolor and VistaVision make this a good bet for any theatre. A colorful picture—excellent routines—hilarious nonsense."

—*Hollywood Reporter*



**HURRY,  
HURRY,  
HURRY!**

**Call Paramount! Make Your Holiday Plans Now!**



**TMAS-NEW YEAR SHOW**

**MOST PROFITABLE PICTURE!"**

—M. P. Daily



**DEAN MARTIN and JERRY LEWIS**

IN  
**HAL WALLIS'**  
PRODUCTION

**3 RING CIRCUS**

PRESENTED THROUGH

**VISTAVISION**

MOTION PICTURE ... HIGH-FIDELITY

Co-Starring

**JOANNE DRU · ZSA ZSA GABOR**

with **Wallace Ford · Elsa Lanchester · COLOR BY TECHNICOLOR**



Directed by  
**JOSEPH PEVNEY**  
Story and Screenplay by  
**DON MCGUIRE**



## Govt. Regulations "Deadly"-A. L. Mayer

Arthur L. Mayer, former executive vice-president of COMPO, gave the back of his hand to exhibitors pressing for more government interference, to distributors who "have misplaced their hearts," to producers who overlooked "the fourth dimension of self-restraint and good taste," and to the industry at large for ignoring "well financed and well co-ordinated scientific research."

Mayer, guest speaker at the luncheon of the Motion Picture Theatres Association of Ontario, observed that today courage has become not the prerogative of youth but rather the privilege of their elders, served notice that henceforth "I shall be thoroughly disagreeable even about some thoroughly agreeable people."

"I shall yell to high heaven whenever our industry appears to be headed in the opposite direction," he asserted, and in short order he proceeded to do just that.

The American industry veteran said flatly that he saw "little justification for the prevalent mood of complacency and self-satisfaction," observing that the industry salvation during its recent "greatest emergency" was "primarily due to the courage and energy of one man, Spyros Skouras."

The proposed government regulation of film rentals as a cure for current ills dismayed Mayer, who saw "the proposed medicine . . . even more deadly than the malady."

"The proponents of government regulation say that they favor it only in a limited form but regulation is like pregnancy," he commented. "Once you have it, or so I am told, you just can't stop it."



Oscar Hanson (top) presents Pioneer plaque to Charles Stephenson, veteran showman. Will McLaughlin, "Dean of Movie Critics", is presented with a plaque by N. A. Taylor,



president of the Canadian Picture Pioneers. Jack Arthur, 1954 Pioneer of the Year, receives award from John J. Fitzgibbons, honored last year.

Mayer advanced the opinion that the present difficulties are largely due to excessive government interference, recalling that "as long as the producing-distribution companies owned some theatres there was no shortage of product, no competitive bidding, no danger of the sale of valuable negatives to television."

Mayer warned that "the least effective way" to increase the flow of product "is to subject the men who have the know-how, the initiative, the gambling instinct and the huge capital that modern picture production requires to the impositions and ignorance of bureaucrats, politicians and inquisitorial agencies."



NEWLY ELECTED CREW FOR 1955 OF VARIETY CLUB, TENT 28, TORONTO  
Back Row—I. to r.—J. J. Fitzgibbons, Jr., Louis Davidson, William Summerville Jr. (Immediate past Chief Barker), Monty Hall, George Altman, Herb Allan.  
Front row—I. to r.—Rabbi Slonim, David Griesdorf, Harry Mandell (Chief Barker), Clare Appel, Paul Johnston, Dan Krendel.



Merely Colossal was the speech of Arthur Mayer at the MPTA luncheon. Shown are J. J. Fitzgibbons, Jack McCulloch and Mayer.



The Movie Trade Show won general applause last week. Shown above is the outstanding display from JARO.



**CHATTER... THAT COULD MATTER!** Will appear again next week. The pressure of last weeks events was the culprit responsible.

## LIGHTSTONE

(Continued from Page 1)

heads and Para. showmanship merchants in London, Paris and the Far East.

Coincident with this will be a sales meeting called by A. W. Schwalberg, president of Paramount Distributing Corp., which will be attended by division managers as well as Gordon Lightstone, Canadian general manager.

Jerry Pickman, ad-pub v.p., will preside at the promotion conference. Joining him from N.Y. will be Sid Blumenstock, ad chief; Herb Steinberg, national exploitation director, and Bert Champion, publicity head.

Pickman's idea is to seek out the collective thinking of the entire organization in regards to merchandising approaches and trends. Group will view a specially-prepared 20-minute reel showing clips from 10 new films in the Vista-Vision process and will talk up new campaigns.

Meet also has on its agenda open discussion of new ideas on drawing public attention to film and working with the sales department on local and national levels.

## JOHN DAVIS

(Continued from Page 5)

of JARO and Odeon, laughed the idea away. Pulling a copy of the trade paper out of his brief case he read that he was supposed to be sitting across a table in London from 20th Century-Fox representatives. "I was in Hollywood at the time," he said.

20th and JARO already have a small tie-up. 20th has an interest, but not a controlling interest, in a holding company which controls one of the two big movie chains in England, Gaumont-British. Who controls the controlling interest? Odeon.

Had there been any "blow-up" at the Gaumont-British meeting?

"The meeting lasted four minutes. Three minutes were taken up by one chap who said what a fine job we had been doing."

Mr. Davis, who has said publicly that he would buy theatres in the U.S. in order to get wider distribution of JARO pictures, said

yesterday that he hasn't bought any at present. At present may be the key words here.

Meanwhile, Mr. Davis is pleased with the progress of British pictures in Canada. Pleased, "but not satisfied."

The Kidnappers made more money in Canada for JARO than any other British picture, with the exception of A Queen Is Crowned.

"Exhibitors in the States don't believe me when I tell them the grosses. They think I do what they sometimes do—add in the date."

Mr. Davis has promise of some other good pictures coming this way: Romeo and Juliet; a Vista-Vision movie getting under way this week, working title The Life of George Wilson; The Purple Plain; Mad About Men; Simba; Young Lovers; To Paris With Love; As Long As They're Happy; Passage Home; Doctor At Sea; A Town Like Alice; An Alligator Named Daisy; Reach for the Sky, and, with some production work in Canada, Campbell's Kingdom.



20th Century-Fox has signed up its first British CinemaScope contract star, in the person of Joan Collins, formerly of JARO, to a seven-year contract . . . Republic has acquired the screen rights for one of the year's outstanding sea stories "The Long Watch," which will be filmed in Trucolor . . . Paramount's "The Vagabond King" with Michael Curtiz directing, Kathryn Grayson and Sir Cedric Hardwicke, is set to roll before the VistaVision cameras Dec. 15th . . . M.G.M. announced that Ann Blyth had been signed to a new long-term contract, and she will have the lead opposite Edmund Purdom in "The King's Thief" which is scheduled for production in December . . . Rock Hudson on loan from Universal, selected by Warners to play one of the three leading roles in Edna Ferber's "Giant" . . . Katharine Hepburn back in the U.S. following completion of her feature role in "Summertime," a United Artists release . . . Columbia has purchased film rights to the Broadway hit comedy, "The Solid Gold Cadillac," as the next starrer for Judy Holliday . . . Dec. 28th set as premiere date for Allied Artist's "Tonight's The Night," a Technicolor production starring David Niven and Yvonne De Carlo, it will follow "Lili" at the 52nd St., Trans Lux Theatre, New York . . . Now nearing completion in Germany is "Warner's "The River Changes," drama of the Iron Curtain with Rossana Rory, Italian actress . . . Paramount has constructed the most lavish and expensive set in recent years for the Danny Kaye vehicle "The Court Jester" . . . Richard Burton to star in title role of United Artists, Robert Rossen production, "Alexander The Great," which will be shot in Spain on location January 15th . . . Columbia has concluded a deal with Victor Mature for two pictures, the first of which will be a frontier story "The Gilded Rooster" . . . "Jumbo" adapted from the Rogers and Hart musical has been scheduled by MGM for their roster of 1955 productions . . . Republic has just finished scripting the forthcoming Judy Canova film "Lay That Rifle Down" . . . Jack Webb's second for Warners will be "Pete Kelly's Blues."



## Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

### TORONTO

#### IMPERIAL

Fourth week. White Christmas (Par.) VistaVision and Tech. with Bing Crosby.

#### SHEA'S

Fourth week. Rear Window (Par.) Tech. with James Stewart and Grace Kelly.

#### ODEON

Second week. The Barefoot Contessa (UA) Tech. with Humphrey Bogart and Ava Gardner.

#### HYLAND & CHRISTIE

Second week. Father Brown, Detective (Col.) with Alec Guinness.

#### LOEW'S

The Last Time I Saw Paris (MGM) Tech. with Elizabeth Taylor and Van Johnson.

#### UPTOWN

Second week. Beau Brummell (MGM) Color with Stewart Granger and Elizabeth Taylor.

#### UNIVERSITY & EGLINTON

Third week. Black Widow (20th-Fox) C'Scope and color by De Luxe with Ginger Rogers.

#### INTERNATIONAL CINEMA

The Fallen Idol (IFD) with Ralph Richardson.

#### TOWNE

Third week. Modern Times (UA) with Charlie Chaplin.

#### DOWNTOWN

Duel in the Jungle (WB) and Two Guns and a Badge (AA).

### MONTREAL

#### CAPITOL

Second week. Betrayed (MGM) color with Clark Gable and Lana Turner.

#### LOEW'S

White Christmas (Par.) VistaVision and Tech. with Bing Crosby.

#### PALACE

Broken Lance (20th-Fox) C'Scope with Spencer Tracy.

#### PRINCESS

Rogue Cop (MGM) with Robert Taylor and Janet Leigh.

#### AVENUE

Sixth week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

#### ORPHEUM

The Golden Mistress (UA) and Shield For Murder (UA).

#### KENT

Scotch on the Rocks (Cardinal) with Ronald Squire.

### WINNIPEG

#### CAPITOL

Third week. White Christmas (Par.) VistaVision and Tech. with Bing Crosby.

#### LYCEUM

Silver Lode ((RKO) Tech. with John Payne.

#### MET

On the Waterfront (Col.) with Marlon Brando.

#### ODEON

Doctor in the House (JARO) Tech. with Dirk Bogarde.

#### GARRICK

Woman's World (20th-Fox) C'Scope and Tech. with Clifton Webb.

#### DOMINION

The Golden Mask (UA) Tech. with Van Heflin.

### VANCOUVER

#### CAPITOL

Ring of Fear (WB) C'Scope and Warner-Color with Mickey Spillane.

#### VOGUE

Third week. Woman's World (20th-Fox) Tech. and C'Scope with Clifton Webb.

#### PLAZA & FRASER

Suddenly (UA) with Frank Sinatra.

#### STUDIO

Father Brown, Detective (Col.) with Alec Guinness.

### CALGARY

#### CAPITOL

Susan Slept Here (RKO) with Debbie Reynolds.

#### PALACE

Valley of the Kings (MGM) with Robert Taylor and Eleanor Parker.

#### UPTOWN

A Bullet is Waiting (Col.) Tech. with Jean Simmons.

#### GRAND

Sitting Bull (UA) C'Scope and Eastman Color with Dale Robertson.

### ST. JOHN

#### PARAMOUNT

Black Widow (20th-Fox) C'Scope and color by DeLuxe with Ginger Rogers.

#### STRAND

Woman's World (20th-Fox) C'Scope and Tech. with Clifton Webb.

#### KENT

Duel in the Jungle (WB) and Bitter Creek (AA).

NFB



This month  
**EYE WITNESS**

reports on

**CANADIAN BOOK PUBLISHING**  
(Toronto)

**ARCTIC COAL MINING**  
(Pond Inlet)

**TRICK MOTOR CYCLING**  
(Kingston)

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FACT #4

NOW SHOOTING

## NOT AS A STRANGER

Co-starring Olivia DeHavilland · Robert Mitchum  
Frank Sinatra · Gloria Grahame  
Broderick Crawford · Charles Bickford  
Produced and Directed by  
Stanley Kramer



FACT #5

NOW SHOOTING

## GENTLEMEN MARRY BRUNETTES

**CINEMASCOPE** · in Color  
Starring Jane Russell · Jeanne Crain  
Directed by Richard Sale · Assoc. Prod. Robert  
Waterfield · Produced by Robert Bassler



JANE  
RUSSELL

FACT #6

NOW SHOOTING

## THE KENTUCKIAN

**CINEMASCOPE** · in Color  
Starring Burt Lancaster with Diana Lynn  
Dianne Foster · Directed by Burt Lancaster  
A Hecht-Lancaster Production  
Produced by Harold Hecht



BURT  
LANCASTER

